



US 20150206168A1

(19) United States

(12) Patent Application Publication

Boggs et al.

(10) Pub. No.: US 2015/0206168 A1

(43) Pub. Date: Jul. 23, 2015

(54) TECHNOLOGIES FOR INSERTING
DYNAMIC CONTENT INTO PODCAST
EPISODES

(71) Applicant: **Apple Inc.**, Cupertino, CA (US)

(72) Inventors: **James O. Boggs**, San Francisco, CA
(US); **Ryan Griggs**, Palo Alto, CA (US);
Sam Gharabally, San Francisco, CA
(US)

(73) Assignee: **Apple Inc.**, Cupertino, CA (US)

(21) Appl. No.: 14/162,595

(22) Filed: Jan. 23, 2014

H04N 21/233 (2006.01)

H04N 21/234 (2006.01)

(52) U.S. Cl.

CPC **G06Q 30/0241** (2013.01); **H04N 21/23424**
(2013.01); **H04N 21/812** (2013.01); **H04N
21/23418** (2013.01); **H04N 21/233** (2013.01)

(57)

ABSTRACT

Systems, methods, and computer-readable storage media for inserting dynamic content into podcast episodes. The system first detects a playback of a podcast episode, the podcast episode including at least one media item. Next, the system identifies a content insertion point in the podcast episode for inserting a content item into the podcast episode during the playback of the podcast episode. The system then dynamically inserts the content item into the content insertion point in the podcast episode during the playback of the podcast episode, wherein the podcast episode is configured to pause playback of the podcast episode and initiate playback of the content item when the playback of the podcast episode reaches a playback position associated with the content insertion point.

Publication Classification

(51) Int. Cl.

G06Q 30/02 (2006.01)

H04N 21/81 (2006.01)

